Trademark Licensing

Tami Breymeyer
Director
University Brand
Kansas State University has four primary visual marks — the Kansas State University wordmark, academic icon, university seal and spirit mark — all of which are registered trademarks, as are the words “Kansas State University.”

Use of Kansas State University trademarks for licensed products and communications by individuals or entities outside the institution must be approved by the director of Trademark Licensing, logos@k-state.edu or 785-532-6269. In general for communications, the use of Kansas State University marks is restricted to representation of official partnerships or sponsorships.

Kansas State University wordmark

The Kansas State University wordmark is the standardized graphic representation of the Kansas State University name. It is a custom-designed mark.

The Kansas State University wordmark is the primary graphic element that identifies the university. As such, it is required to appear on all external publications, websites and other visual communications developed by any administrative or academic unit of the university except K-State Athletics Inc.
- Use approved, unaltered versions of the Kansas State University wordmark only. (Provided by the director of Trademark Licensing, logos@k-state.edu or 785-532-6269.)

- Do not recreate the Kansas State University wordmark.

- Do not use the Kansas State University wordmark within text.

- Do not combine with any other marks, graphic elements or words except as specified.

- Do not alter the Kansas State University wordmark except to enlarge or reduce proportionally.

- The Kansas State University wordmark may be used on give-away promotional items such as T-shirts, mugs, key chains, etc., with prior written approval from Trademark Licensing.
Athletics Brand

K-STATE®
Spirit Mark
Use of the Spirit Mark

- No markings are allowed on top of or through the Powercat mark.
- The Powercat mark cannot be modified in any way.
- Standard use of the Powercat mark is facing right.
- Student organizations may use the Powercat mark if they are registered with the Office of Student Activities and Services. Student club sports must use the phrase "club sport" on any items that include the Powercat mark.
- Any use of the Powercat mark on a product must be produced by a licensed vendor.
- The Powercat mark must appear in official university colors. For any exceptions, contact the director of Trademark Licensing, logos@k-state.edu or 785-532-6269.
- In academic marketing, the Powercat must be used as a singular graphic element. It may not be used as part of another mark and may not be combined with another academic mark.
MISUSE OF IDENTITY

- Never use colors outside of the official color palette.
- Never modify the proportions of the marks.
- Never reverse the orientation of the marks.
- Never modify or remove elements of the marks.
- Never use excessive outlines or graphic elements.

- Never resize or rearrange elements of the marks.
- Never use the Powercat inside text or other marks.
- Never replace fonts in wordmarks; never use non official fonts.
- Never use Serpentine in conjunction with the wordmark.
- Never type K-STATE in Serpentine; always use the official wordmark.

Never use marks or student-athlete's name, image or likeness on commercial products in violation of NCAA rules. For more information, visit k-statesports.com/compliance.

Never use K-State Athletics marks or logos in conjunction with references to or imagery of alcohol, drugs or tobacco-related products.
KANSAS STATE UNIVERSITY
FULL-COLOR REPRESENTATIONS

PRIMARY MARKS

Restrictions:
- No markings are allowed on top of or through the Powercat mark.
- No alterations of the Powercat mark are allowed.

COLOR INFORMATION

<table>
<thead>
<tr>
<th>UNIVERSITY COLORS</th>
<th>PANTONE® COLORS</th>
<th>PROCESS COLORS</th>
</tr>
</thead>
<tbody>
<tr>
<td>K State Purple</td>
<td>For K State Purple, use PANTONE® 268</td>
<td>C: 86% M: 100% Y:0% K:12%</td>
</tr>
<tr>
<td>K State Gray</td>
<td>For K State Gray, use PANTONE® 877</td>
<td>C:0% M:0% Y:0% K:40%</td>
</tr>
<tr>
<td>K State Light Gray</td>
<td>For K State Light Gray, use 30% PANTONE® 877</td>
<td>C:0% M:0% Y:0% K:12%</td>
</tr>
<tr>
<td>K State Black</td>
<td>For K State Black, use PANTONE® Proccess Black</td>
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KANSAS STATE UNIVERSITY
FULL-COLOR REPRESENTATIONS

HELMET MARK

BASEBALL MARKS

MASCOT MARK

SEAL

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Reproduction of any logos or wordmarks is prohibited without the approval of Kansas State University and the Licensing Resource Group, Inc. For licensing information, please contact LRG at (816) 355-0676.
GENERAL INFORMATION

Location: Manhattan, Kansas  
Mascot: Wildcats  
Mascot Nickname: Willie the Wildcat  
Established: 1963  
Conference: Big 12

USAGE GUIDELINES

K-State does not allow caricatures of Wildcats or cats of any kind to be used in conjunction with their trademarks.

VERBIAGE

K-State®  
Kansas State University®  
Catbackers® - for Catbackers Club use only  
K-State Proud® - for the Student Foundation use only  
Kansas State™  
Powercat™  

Wildcats™  
Willie the Wildcat™  
EMAW™  
Every Man a Wildcat™  
The Bill™  
Purple and White™
Trademark Licensing - Resources

• **Graphic Standards Guide**
  – [http://www.k-state.edu/vpcm/graphicident/index.html](http://www.k-state.edu/vpcm/graphicident/index.html)

• **Licensees**

• **Color**
  – What color is K-State purple exactly?
    PMS 268 purple
  – Other color options are black, white, and silver/grey

• **Contact**
  – Tami Breymeyer, Director of Licensing
  – 785-532-6269
  – tbreymeyer@kstatesports.com